

Clark County
Quit Line Data Summary
April 1 - June 30, 2003

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 172	N = 3,671
Percent of Statewide Calls	5.8%	100.0%
Percent of State Population in County¹	5.9%	100.0%
	County %	State %
Gender	N = 172	N = 3,165
Female	59.9%	60.2%
Male	40.1%	39.8%
Race/Ethnicity	N = 160	N = 2,585
People of Color	9.4%	12.9%
White	90.6%	87.1%
Age	N = 167	N = 2,854
Less than 18 years old	3.0%	2.1%
18 - 24 years old	14.4%	14.8%
25 - 34 years old	30.5%	23.1%
35 - 44 years old	25.7%	25.3%
45 years and older	26.3%	34.8%
Education	N = 161	N = 2,724
Did not graduate high school	21.1%	16.0%
High school graduate	34.8%	34.7%
Some college/vocational school	32.9%	36.8%
College graduate	11.2%	12.5%
Caller Type	N = 171	N = 3,278
General Information	3.5%	12.3%
Health care provider	1.8%	3.5%
Tobacco user	94.7%	84.1%
Payer Type	N = 129	N = 2,092
Insured	36.4%	34.9%
Uninsured	31.8%	28.9%
Medicaid	31.8%	36.1%
Heard About	N = 153	N = 2,748
Past caller	15.7%	11.3%
Employer/worksites	1.3%	0.6%
Health care provider	20.3%	24.8%
Television	10.5%	16.6%
Outdoor advertisement (billboard/bus/wall)	4.6%	5.3%
Targeted mailing	0.0%	0.2%
Great Start	0.7%	0.1%
Radio	5.9%	6.8%
Newspaper/Magazine	2.0%	0.9%
Brochure/Newsletter	4.6%	5.7%
Family or friend	28.1%	22.9%
Health Department	5.9%	4.1%
School	0.7%	0.6%